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John Brockman
Chairman & CEO

May 19, 1994

John Sumser
Point Foundation
27 Gate Five Road
Sausalito, CA 94965

Re: ABA

Dear John,

1: ABA is the wrong venue for you to push a new book. There will be mostly salespeople and the editors there will have a different agenda from talking to prospective authors. It would be much better for you to come to New York and make the rounds where you can meet with several important people from each house.

2: The Signal material isn't a book proposal; it reads like a management manual for government contractors. Why don't you get Howard Rheingold to show you some of his earlier proposals and then let's talk about this.

Best regards,

John Brockman
JB:ka

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